



WPXI
P.O. Box 640132
Pittsburgh, PA 15264-0132
ph: (412) 237-1100
fx: (412) 237-2247

Advertiser
Agency/T-Code
Buyer
Salesperson

Pol/Critz M/D/Con/PA (12930)
Luc, Inc. (2895)/867768541
MILLS, AMY
Telerep/Atlanta, Atlanta (1044)
ph: (555) 555-5555

Invoice 640360
Inv Date 10/28/2012
Terms Net 30
Contract 321760
Bill Type Standard
Period 10/1/2012 - 10/28/2012

Luc, Inc.
25 Whitlock Place, SW
#201
Marietta, GA 30064-3142

AgM

Product Political - Federal Candidate (1067)
Brand POL/M CRITZ/D/CON/PA 10/5 (81619)
Acct Types National/Political
Est/Headline 2432/06214825
Demo
Revision
Comments 2432

CO-OP/Order Type Yes/Normal
Package
Gen. Date 10/29/2012 1:22:32PM

***** THIS IS A CASH IN ADVANCE

Pittsburgh (WPXI)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.1	Contract Line Remarks:		TODAY 7-8A/2						
	Spot	7:00:00AM- 8:00:00	Per week (3), Mo, Tu, We, Th, Fr	10/15/12 7:27AM (Mo)	00:30	Today Show	MC0612H	\$620.00	
	Spot	7:00:00AM- 8:00:00	Per week (3), Mo, Tu, We, Th, Fr	10/18/12 7:24AM (Th)	00:30	Today Show	MC0612H	\$620.00	
	Spot	7:00:00AM- 8:00:00	Per week (3), Mo, Tu, We, Th, Fr	10/19/12 7:58AM (Fr)	00:30	Today Show	MC0612H	\$620.00	
2.1	Contract Line Remarks:		TODAY SHOW 9-10A/4						
	Spot	9:00:04AM-Today S	Per week (2), Mo, Tu, We, Th, Fr	10/15/12 9:57AM (Mo)	00:30	TODAY SHOW 9A	MC0512H	\$395.00	
	Spot	9:00:04AM-Today S	Per week (2), Mo, Tu, We, Th, Fr	10/16/12 9:30AM (Tu)	00:30	TODAY SHOW 9A	MC0612H	\$395.00	
3.0	Contract Line Remarks:		SAT NEWS 8-1030A/5						
	Spot	8:00:00AM-10:30:00	Day, Sa-1	10/20/12 9:20AM (Sa)	00:30	CHANNEL 11 SATURDAY MORN NEWS	MC-10-12H	\$370.00	
4.0	Contract Line Remarks:		CH11 SUNDAY 530A-8A/6						
	Spot	5:30:00AM- 8:00:00	Day, Su-1	10/21/12 6:10AM (Su)	00:30	CHANNEL 11 SUNDAY MORN NEWS	MC0612H	\$345.00	
5.0	Contract Line Remarks:		SUN NEWS 8-10A/7						
	Spot	8:00:00AM-10:00:00	Day, Su-1	10/21/12 8:08AM (Su)	00:30	CHANNEL 11 SUNDAY MORN NEWS	MC-10-12H	\$370.00	
6.1	Contract Line Remarks:		ELLEN/8						
	Spot	10:00:04AM-Ellen	Per week (3), Mo, Tu, We, Th, Fr	10/15/12 10:40AM (Mo)	00:30	Ellen	MC0612H	\$345.00	
	Spot	10:00:04AM-Ellen	Per week (3), Mo, Tu, We, Th, Fr	10/17/12 10:36AM (We)	00:30	Ellen	MC-10-12H	\$345.00	
	Spot	10:00:04AM-Ellen	Per week (3), Mo, Tu, We, Th, Fr	10/19/12 10:31AM (Fr)	00:30	Ellen	MC-10-12H	\$345.00	
7.1	Contract Line Remarks:		NOON NEWS/9						
	Spot	11:59:04AM-Channel	Per week (3), Mo, Tu, We, Th, Fr	10/16/12 12:29PM (Tu)	00:30	Channel 11 News At Noon	MC0512H	\$370.00	
	Spot	11:59:04AM-Channel	Per week (3), Mo, Tu, We, Th, Fr	10/17/12 12:29PM (We)	00:30	Channel 11 News At Noon	MC0612H	\$370.00	
	Spot	11:59:04AM-Channel	Per week (3), Mo, Tu, We, Th, Fr	10/18/12 12:24PM (Th)	00:30	Channel 11 News At Noon	MC-10-12H	\$370.00	
8.1	Contract Line Remarks:		JUDGE JUDY 4-430P/11						
	Spot	4:00:04PM-Judge Ju	Per week (2), Mo, Tu, We, Th, Fr	10/16/12 4:20PM (Tu)	00:30	JUDGE JUDY 4P	MC0612H	\$395.00	
	Spot	4:00:04PM-Judge Ju	Per week (2), Mo, Tu, We, Th, Fr	10/18/12 4:12PM (Th)	00:30	JUDGE JUDY 4P	MC-10-12H	\$395.00	
9.1	Contract Line Remarks:		NEWS 530-6P/14						
	Spot	5:30:00PM- 6:00:00	Per week (2), Mo, Tu, We, Th, Fr	10/17/12 5:54PM (We)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	MC0612H	\$795.00	
	Spot	5:30:00PM- 6:00:00	Per week (2), Mo, Tu, We, Th, Fr	10/18/12 5:54PM (Th)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	MC0612H	\$795.00	
10.1	Contract Line Remarks:		NEWS 6-630P/15						
	Spot	5:58:34PM-Channel	Per week (3), Mo, Tu, We, Th, Fr	10/17/12 6:24PM (We)	00:30	Channel 11 News At 6pm M-F	MC-10-12H	\$995.00	
	Spot	5:58:34PM-Channel	Per week (3), Mo, Tu, We, Th, Fr	10/18/12 6:14PM (Th)	00:30	Channel 11 News At 6pm M-F	MC-10-12H	\$995.00	
	Spot	5:58:34PM-Channel	Per week (3), Mo, Tu, We, Th, Fr	10/19/12 6:12PM (Fr)	00:30	Channel 11 News At 6pm M-F	MC-10-12H	\$995.00	
11.0	Preempt			10/21/12			1 preempt @ \$670.00	\$0.00	Program Change
12.1	Contract Line Remarks:		WHEEL 730-8P/19						
	Spot	7:30:04PM-WHEEL	Per week (2), Mo, Tu, We, Th, Fr	10/15/12 7:54PM (Mo)	00:30	Wheel Of Fortune	MC0612H	\$1645.00	
	Spot	7:30:04PM-WHEEL	Per week (2), Mo, Tu, We, Th, Fr	10/19/12 7:37PM (Fr)	00:30	Wheel Of Fortune	MC0612H	\$1645.00	
13.0	Contract Line Remarks:		BETTIS 7-730P/20						
	Spot	7:00:04PM-Jerome B	Day, Sa-1	10/20/12 7:08PM (Sa)	00:30	Jerome Bettis 7-730P	MC0612H	\$670.00	
14.0	Contract Line Remarks:		HOLD FOR JEOP 730-8P/21						
	Spot	7:30:00PM- 8:00:00	Day, Sa-1	10/20/12 7:40PM (Sa)	00:30	Hines Ward Show 730-8P	MC-10-12H	\$570.00	



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Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
15.1	Contract Line Remarks:	LATE NEWS/22							
	Spot	10:59:34PM-CHANNE	Per week (2), Mo, Tu, We, Th, Fr	10/15/12 11:12PM (Mo)	00:30	CHANNEL 11 NEWS AT 11P	MC0612H	\$1995.00	
	Spot	10:59:34PM-CHANNE	Per week (2), Mo, Tu, We, Th, Fr	10/17/12 11:25PM (We)	00:30	CHANNEL 11 NEWS AT 11P	MC-10-12H	\$1995.00	
16.1	Contract Line Remarks:	TONIGHT/23							
	Spot	11:34:34PM-TONIGH	Per week (2), Mo, Tu, We, Th, Fr	10/15/12 11:46PM (Mo)	00:30	Tonight Show	MC0512H	\$670.00	
	Spot	11:34:34PM-TONIGH	Per week (2), Mo, Tu, We, Th, Fr	10/19/12 11:46PM (Fr)	00:30	Tonight Show	MC-10-12H	\$670.00	
17.0	Contract Line Remarks:	SNL/24							
	Spot	11:29:34PM-NBC SAT	Day, Sa-1	10/20/12 12:33AM (Sa)	00:30	NBC SATURDAY NIGHT LIVE	MC-10-12H	\$1195.00	
18.1	Contract Line Remarks:	NEWS 6-7A/25							
	Spot	5:59:04AM-Channel	Per week (2), Mo, Tu, We, Th, Fr	10/15/12 6:57AM (Mo)	00:30	Channel 11 News 6am	MC0612H	\$795.00	
	Spot	5:59:04AM-Channel	Per week (2), Mo, Tu, We, Th, Fr	10/16/12 6:09AM (Tu)	00:30	Channel 11 News 6am	MC0612H	\$795.00	
19.1	Contract Line Remarks:	TODAY 8-9A/26							
	Spot	8:00:00AM- 9:00:00	Per week (1), Mo, Tu, We, Th, Fr	10/17/12 8:30AM (We)	00:30	Today Show	MC-10-12H	\$570.00	
20.1	Contract Line Remarks:	DAYS/27							
	Spot	2:58:04PM-Days Of	Per week (1), Mo, Tu, We, Th, Fr	10/15/12 3:27PM (Mo)	00:30	Days Of Our Lives	MC0612H	\$495.00	
21.1	Contract Line Remarks:	JUDY 430-5P/28							
	Spot	4:29:19PM-Judge Ju	Per week (2), Mo, Tu, We, Th, Fr	10/15/12 4:50PM (Mo)	00:30	JUDGE JUDY 430P	MC0512H	\$495.00	
	Spot	4:29:19PM-Judge Ju	Per week (2), Mo, Tu, We, Th, Fr	10/17/12 4:42PM (We)	00:30	JUDGE JUDY 430P	MC-10-12H	\$495.00	
22.1	Contract Line Remarks:	NEWS 5-530P/29							
	Spot	5:00:00PM- 5:30:00	Per week (2), Mo, Tu, We, Th, Fr	10/17/12 5:22PM (We)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	MC-10-12H	\$795.00	
	Spot	5:00:00PM- 5:30:00	Per week (2), Mo, Tu, We, Th, Fr	10/19/12 5:13PM (Fr)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	MC-10-12H	\$795.00	
23.1	Contract Line Remarks:	JEOP 7-730P/30							
	Spot	6:59:29PM-Jeopardy	Per week (2), Mo, Tu, We, Th, Fr	10/18/12 7:07PM (Th)	00:30	Jeopardy	MC-10-12H	\$1645.00	
	Spot	6:59:29PM-Jeopardy	Per week (2), Mo, Tu, We, Th, Fr	10/19/12 7:13PM (Fr)	00:30	Jeopardy	MC-10-12H	\$1645.00	
25.0	Contract Line Remarks:	NEWS 5-530P/33							
	Spot	5:00:00PM- 5:30:00	Per week (1), Mo, Tu, We, Th, Fr	10/19/12 5:29PM (Fr)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	MC0612H	\$670.00	M/G For 11.0.1

REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132

We warrant that the actual broadcast information shown on this invoice was taken from the official log.

Gross Total	\$31,495.00	Total Spots	41
Commission	(\$4,724.25)		
Net Total	\$26,770.75		